

ASSOCIATION OF  
**Child Life**  
**Professionals**



MEDIA KIT  
**2020**



# ACLP Mission

ACLP fosters child life professionals through:

- Standards and credentialing
- Connection, collaboration and community
- Evidence-based practice
- Professional development
- Championing the child life profession

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# ABOUT THE ASSOCIATION OF CHILD LIFE PROFESSIONALS (ACLCP)

The **Association of Child Life Professionals (ACLCP)** serves the community of Certified Child Life Specialists, child life academics, and child life students. ACLCP advances the psychosocial care and the emotional safety of children, youth, and families impacted by healthcare and significant life experiences and supports the international child life community by providing credentialing, professional development, and networking opportunities.

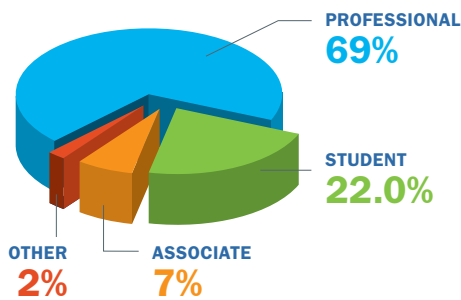




# DEMOGRAPHICS

\*September 2019

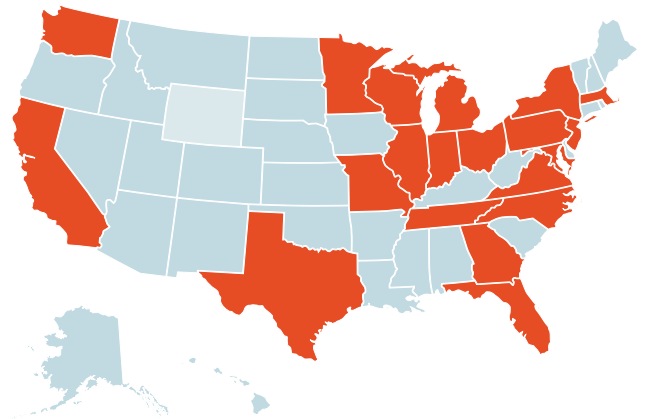
MORE THAN  
**5,500 Members**



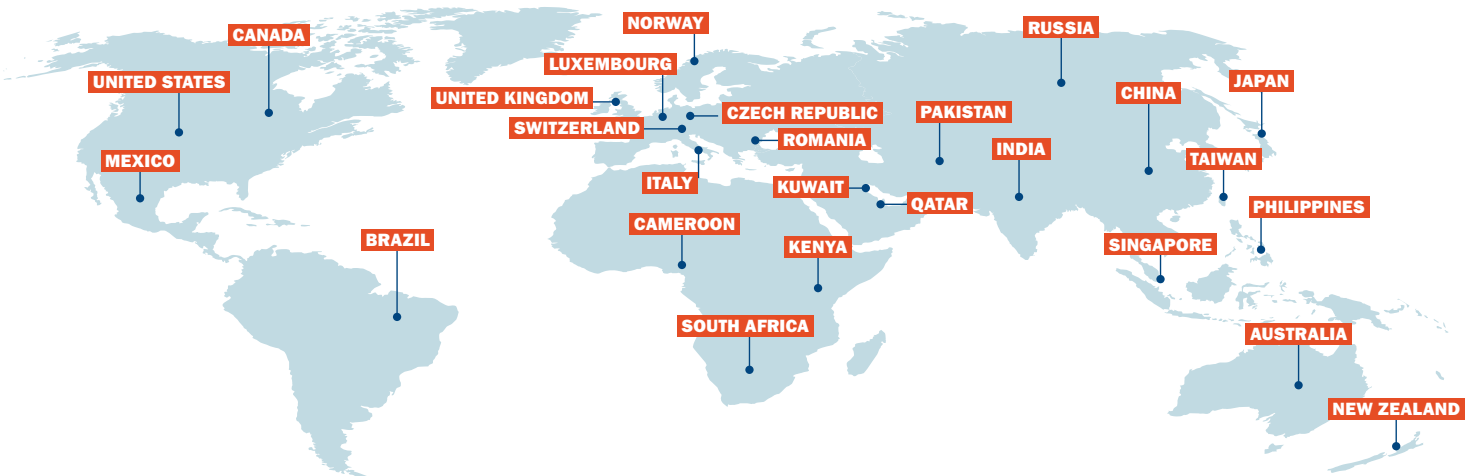
### Top 20 States with the Most Members

1. California
2. Texas
3. New York
4. Ohio
5. Illinois
6. Florida
7. Massachusetts
8. North Carolina
9. Michigan
10. Pennsylvania
11. Missouri
12. Tennessee
13. New Jersey
14. Georgia
15. Wisconsin
16. Minnesota
17. Maryland
18. Virginia
19. Indiana
20. Washington

FROM  
**49 States** Plus Washington, DC and Puerto Rico



FROM  
**26 Countries** including USA



# ADVERTISING OPPORTUNITIES

## ACLP PUBLICATIONS

### ACLP Bulletin

**ACLP Bulletin** is a quarterly digital publication for ACLP members, with a circulation of more than 5,500 child life professionals throughout the United States, Canada, and across the globe. This professional resource focuses on the unique knowledge and skills of the child life community.

#### EDITORIAL INFORMATION

Each issue includes:

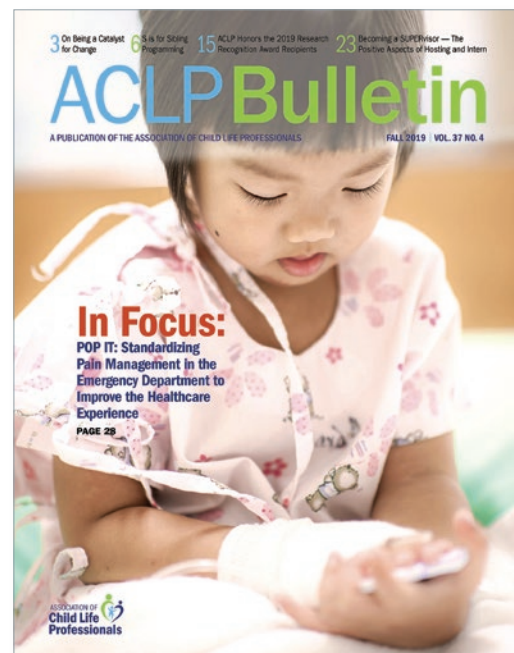
- Articles on topics of interest to child life professionals and those who serve the psychosocial needs of children and families in health care and beyond.
- Regular features that include student perspectives, focus on evidence-based practice, discussion of controversial issues, sharing of professional resources, and the history of the child life profession.
- Timely pieces that address the unique challenges of professionals working in the quickly evolving health care industry.

#### ACLP BULLETIN OFFERS ACCESS TO:

- More than 5,500 child life leaders and front-line professionals.
- Readers interested in products that would assist them in providing the best experience for the patients and families they serve.
- Professionals interested in organizations that support children and families under stress and in crisis.
- Readers interested in professional education materials and opportunities.

*“The ACLP Bulletin is excellent! It is something for our profession to be extremely proud of. I show it off to other professionals all the time.”*

— ACLP MEMBER



*“The ACLP Bulletin is a great resource and I do enjoy the content!”*

— ACLP MEMBER

## ADVERTISING SPECIFICATIONS AND RATES

Each issue of the *ACLP Bulletin* has a limited amount of advertising space, which is sold on a first-come, first-served basis. We recommend that you contact [advertising@childlife.org](mailto:advertising@childlife.org) as early as possible in order to secure space in an upcoming issue. All advertisements must be prepaid.

ISSUE	AD CLOSE	MATERIALS DUE	EMAILED
Winter	November 15	December 1	January
Spring	February 15	March 1	April
Summer	May 15	June 1	July
Fall	August 15	September 1	October

### AD FILE REQUIREMENTS

To ensure the highest quality for your advertisement, please note:

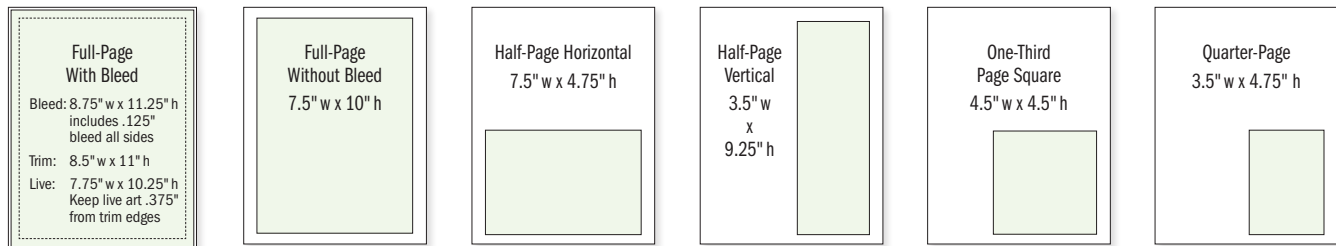
- PDF or JPEG format preferred
- Minimum 150 ppi resolution; 300 ppi preferred for any bonus print distribution versions
- RGB color for digital ads; CMYK color for print distribution
- Include the specific web address for a hyperlink to your website

### Complimentary benefits include:

- Direct link to your company's website

For additional information or to submit artwork files contact: [advertising@childlife.org](mailto:advertising@childlife.org)

Choose from the following available sizes for ads:



AD SIZE/POSITION	AD DIMENSIONS	1X RATE PER AD	4X (1 YEAR): RATE PER AD
Cover 2	<b>Bleed:</b> 8.75" w x 11.25" h [Trim is 8.5" w x 11" h] <b>No bleed:</b> 7.5" w x 10" h	\$850	\$750
Cover 3 or 4		\$800	\$700
Full-Page Interior		\$800	\$700
Half-Page Horizontal	7.5" w x 4.75" h	\$700	\$600
Half-Page Vertical	3.5" w x 9.25" h	\$700	\$600
One-Third Page Square	4.5" w x 4.5" h	\$550	\$500
Quarter-Page	3.5" w x 4.75" h	\$450	\$400

All ads are subject to approval by ACLP.

\***CANCELLATION POLICY:** Customers who reserve ad space and later cancel those positions will be contractually obligated to pay all premiums if those positions are not resold.

# ACLP Monthly

**ACLP Monthly** is an e-newsletter that provides more than 5,500 ACLP members with the latest child life news and research updates, delivered straight to their email inboxes the first week of every month.

## ADVERTISING SPECIFICATIONS AND RATES

Choose from the following available sizes for ads:

AD POSITION	AD DIMENSIONS	1X RATE*	3X RATE* PER AD	6X RATE** PER AD
Top/Premium	728 x 90 pixels	\$500	\$400	\$300
Middle	728 x 90 pixels	\$400	\$300	\$200

## SECURING SPACE FOR AN AD

- Advertising space in each issue of *ACLP Monthly* is limited to no more than three ads per issue and many issues sell out well in advance of the monthly deadline.\*
- To secure space, please contact [advertising@childlife.org](mailto:advertising@childlife.org). An ACLP staff member will follow up with you to confirm placement and send an invoice for payment. Please note that ACLP cannot guarantee your space in any particular issue until both payment and artwork have been received and processed.

## AD FILE REQUIREMENTS

- Max file size 100KB
- File Types: JPEG or GIF

## TERMS

- All ads are subject to approval by ACLP.
- \* The deadline for ad artwork is the 15th of the month prior to publication. For example, the deadline for the February edition of the newsletter is January 15. Full payment must be received with ads.
- \*\* For six-time insertions, 50% payment must be received with ad. The remaining 50% is due within three months.

The screenshot displays the ACLP Monthly newsletter layout. At the top, the logo for the Association of Child Life Professionals is on the left, and the title 'ACLP Monthly' with the tagline 'The Latest Research Relevant to Child Life' is on the right. Below the header is a featured article titled 'The Child Life Profession' with a photo of two healthcare workers. A '2020 ACLP Professional Development Guide' is also highlighted. The main content area is divided into 'In This Issue' and 'RESEARCH' sections. The 'RESEARCH' section lists two articles: 'Early Life Adversity, Use of Specialist Care and Unmet Specialist Care Need Among Children' and 'The Digital Divide: Examining Socio-demographic Factors Associated with Health Literacy, Access, and Use of Internet to Seek Health Information'. Each research entry includes a 'Read Article' link and a 'Journal Reference' block. A 'Quick Links' sidebar on the right contains links for 'Certification', 'ACLP Community', 'Child Life Store', and 'More About Us'. At the bottom, there are promotional banners for 'AZUSA PACIFIC' and '2020 CHILD LIFE ANNUAL CONFERENCE'.



## NEW ADVERTISING OPPORTUNITY

# CCLS Connection

This e-newsletter has a distribution of more than 6,200 Certified Child Life Specialists (CCLSs), both ACLP members and non-members. It is sent three times a year – April, July, and November.

## ADVERTISING SPECIFICATIONS AND RATES

Choose from the following available sizes for ads:

AD SIZE/POSITION	AD DIMENSIONS	1X RATE*	3X RATE* PER AD
Leaderboard: Top/Premium	728 x 90 pixels	\$600	\$500
Middle	728 x 90 pixels	\$500	\$400

## SECURING SPACE FOR AN AD

- Advertising space in each issue of *CCLS Connection* is limited to no more than four ads per issue.
- To secure space, please contact [advertising@childlife.org](mailto:advertising@childlife.org). An ACLP staff member will follow up with you to confirm placement and send an invoice for payment. Please note that ACLP cannot guarantee your space in any issue until both payment and artwork have been received and processed.

## AD FILE REQUIREMENTS

- Max file size 100KB
- File Types: JPEG or GIF

## TERMS

- All ads are subject to approval by ACLP.
- \* The deadline for ad artwork is the 15th of the month prior to publication. For example, the deadline for the April edition of the newsletter is March 15. Full payment must be received with ads.
- \*\* For three-time insertions, 50% payment must be received with ad. The remaining 50% is due within three months.

The screenshot shows the November 2019 issue of CCLS Connection. Key sections include:

- Header:** Child Life Certification logo and 'CCLS Connection November 2019'.
- Feature Article:** 'Hello from the Child Life Certification Commission (CLCC)' by Binky Sweett, CCLS. The article discusses the CLCC's role, upcoming recertification, and the 2020 ACLP Professional Development Guide.
- Table:** 'Certification Numbers' listing counts for various countries and states.
- Announcements:** '2020 Child Life Annual Conference' and '2020 ACLP Professional Development Guide'.
- Important Notice:** 'Certification Lapse, Expiration and the Appeals Process: What You Need to Know'. This section explains the maintenance fees and recertification process for CCLSs.
- Footer:** 'Certification Exam Development' section mentioning 40+ CCLS volunteers.

# Website Advertising

The **ACLP website** is the leading source of certification and professional development content for the child life community. It also serves as a source of information for allied healthcare providers and the general public. The website attracts more than 25,000 unique visitors a month with the homepage receiving 160,000+ page views. It is a prime location for advertisers interested in reaching the child life community.

[www.childlife.org](http://www.childlife.org)



## NEW REDUCED PRICES

### ADVERTISING SPECIFICATIONS AND RATES

Choose from the following available sizes for ads:

AD SIZE/POSITION	AD DIMENSIONS	RATE PER MONTH*	RATE FOR 3 MONTHS*	RATE FOR 6 MONTHS**
<b>Leaderboard: ACLP Home Page</b>	728 x 90 pixels	\$500/month	\$400/month	\$300/month
<b>Leaderboard: ACLP Interior Page</b>	728 x 90 pixels	\$300/month	\$200/month	\$100/month

- Advertisers will be provided with web statistics for measurable ROI. Contact [advertising@childlife.org](mailto:advertising@childlife.org) to secure space.

### TERMS

- All ads are subject to approval by ACLP.
- The deadline for ad artwork is the 15th of the month prior to publication. For example, the deadline for February is January 15.
- \*For one-month or three-month insertions, payment must be received in full with ad.
- \*\*For six-month insertions, 50% payment must be received with ad. The remaining 50% is due within three months.

## NEW ADVERTISING OPPORTUNITY

# Child Life Marketplace

The **Child Life Marketplace** is a growing resource for child life specialists to discover programs, products, and services that have been developed to help them thrive in their careers and serve patients and families.

## AN ANNUAL LISTING MAY INCLUDE THE FOLLOWING:

- Organization name and description
- Link to website
- Email contact
- Promotional code
- Opportunities for customers to leave comments
- Leaderboard ad at the top of the listing

Choose to place your listing in one of the following categories:

- Arts & Crafts and Memory Making Supplies
- Books
- Camps
- Distraction Aids, Medical Teaching Materials, and Toys
- Education & Training
- Environmental Design & Playroom Equipment
- Non-Profit Services for Children & Families
- Tech Products & Services

## ANNUAL LISTING RATES

### LISTING RATE

**The cost of an annual listing is \$600.\***

\*ACLP Corporate and Non-Profit Organization Membership includes a free listing in the Child Life Marketplace.

Learn more about the many benefits of this membership category [here](#).

## TERMS

- All ads are subject to approval by ACLP.

The screenshot displays the Child Life Marketplace website interface. At the top, there is a navigation bar with links for 'ACLP COMMUNITY FORUMS', 'CAREER CENTER', 'COLS DIRECTORY', 'JOB/ACLP', 'SUPPORT ACLP', 'CONTACT US', and 'CHILD LIFE STORE'. Below this is a search bar and a 'LOGIN' button. The main content area features a large banner for 'CHILD LIFE Marketplace' with a green and blue color scheme. To the left of the banner is a sidebar menu with categories like 'Arts & Crafts and Memory Making Supplies', 'Books', 'Camps', 'Distraction Aids, Medical Teaching Materials, and Toys', 'Education & Training', 'Environmental Design & Playroom Equipment', 'Non-Profit Services for Children & Families', and 'Tech Products & Services'. The main content area below the banner lists several categories: 'Arts & Crafts and Memory Making Supplies', 'Books', 'Tech Products & Services', and 'Education & Training'. Each category has a 'Back To Top' link. Below the categories, there are three featured listings: 1. 'ACLP's Child Life Store' with a website link and phone number. 2. 'Child's Play Charity' with a description of their mission and contact information. 3. 'Fully Loaded Electronics' with a description of their services and contact information.

# MAILING LISTS

Enhance your organization’s visibility and connect with the child life community through the ACLP Mailing List Program. Whether you are selling products or services, advancing a noteworthy mission, or conducting market research, ACLP has a mailing list option designed to meet your needs.

## HOW TO ORDER A MAILING LIST

For your convenience, each mailing list is formatted as an easy-to-use Excel spreadsheet delivered via email as an attachment. ACLP offers lists with postal mailing addresses only. We do not sell or rent email addresses.

Standard [mailing lists may be purchased online](#) with a credit card. By placing an order, you agree to adhere to the **ACLP Mailing List Rental Agreement**, which is incorporated into the order form and states that each purchased mailing list is intended for single-use and is non-refundable.

**Please review the full ACLP Mailing List Rental Agreement prior to placing your order.** For additional information contact: [advertising@childlife.org](mailto:advertising@childlife.org)

ACLP must review and approve a sample of your intended mailing before the mailing list will be delivered. The sample may be sent as an attachment via email to [advertising@childlife.org](mailto:advertising@childlife.org), faxed to 571-483-4482, or mailed to ACLP at:

Association of Child Life Professionals (ACLP)  
Attention: Mailing Lists  
1820 N Fort Myer Drive Suite 520  
Arlington, VA 22209

To pay by check, please complete the [ACLP Mailing List Order Form](#) and mail it to the ACLP office, along with payment and a sample of the intended mailing.

## PROCESSING TIME

Standard mailing lists take one week to process. Specialized lists may take two-three weeks to process. All mailing lists will be delivered electronically in a spreadsheet format upon approval of the intended mailing.

## STANDARD MAILING LISTS

Standard mailing lists for the following target groups are available for purchase:

- ACLP Members List: ..... **\$1,000 US**
- Certified Child Life Specialists List: ..... **\$1,000 US**
- Combined List of ACLP Members and CCLs: ..... **\$1,300 US**
- ACLP Program Leaders: ..... **\$650 US**
- Regional Lists (each): ..... **\$500 US**
- Student List: ..... **\$500 US**

## ACLP MAILING LIST RENTAL AGREEMENT

**By placing an order online for an ACLP mailing list, customers agree to adhere to the following:**

- Renter understands and agrees that the Association of Child Life Professionals (ACLP) is making these addresses available for one-time use only and solely for use on the mailing for which the sample was submitted for approval.
- Renter shall not copy the mailing list or any part thereof for use on an additional mailing or to enter into a computer database for use at a later time.
- The renter hereby agrees to submit a complete mailing sample to ACLP. ACLP may decline to provide the mailing list in the event that those materials do not meet with ACLP approval for any reason whatsoever.
- It is understood and agreed that the rented list has been and will be monitored to prevent improper and unauthorized use, by a combination of one or more methods of computer control, to which the renter consents and agrees.
- This agreement shall be binding upon the undersigned, its principals, and its agents.



# ACLP Mailing List Order Form



## ORGANIZATION INFORMATION

ORGANIZATION NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

### STANDARD LISTS:

- ACLP Members** ..... **\$1,000**
- Certified Child Life Specialists** ..... **\$1,000**
- Combined List of ACLP Members and CCLSs** ..... **\$1,300**
- ACLP Program Leaders**..... **\$650**
- Regional Lists (each)**..... **\$500**
- Student List**..... **\$500**

\*For regional lists, please clarify list preferences:

- Northeast Region** includes: ME, NH, VT, NY, MA, CT, RI, NJ, DE, and PA
- Southeast Region** includes: WV, MD, VA, Washington, DC, NC, SC, GA, FL, AL, TN and KY
- West Coast Region** includes: CA, OR, WA, NV, ID, MT, WY, UT, AZ, AK, and HI
- Northern Mid-West Region** includes: ND, SD, MN, WI, IA, IL, IN, MI, and OH
- Southern Mid-West Region** includes: CO, NM, TX, OK, KS, NE, MO, AR, LA, and MS

## PAYMENT

- Invoice me.     I have enclosed a check payable to **Association of Child Life Professionals**.
- Please charge my:     Visa     MasterCard

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

**I agree to the terms of the Association of Child Life Professionals Mailing List Rental Agreement.**

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

For further information, email [orders@childlife.org](mailto:orders@childlife.org) or call ACLP at 1-800-252-4515.

**Association of Child Life Professionals** lists are USPS mailing addresses only. We do not sell or rent our members' email addresses. All mailing lists will be delivered electronically in a spreadsheet format upon approval of the intended mailing. By placing an order for ACLP mailing lists, the customer agrees that such transactions are for one-time, non-refundable rental of the list(s) ordered. Any reuse of ACLP database information, when discovered, will be charged to the customer at standard rates.

A sample of your intended mailing must be sent to the ACLP office. Your order will be processed and emailed within one to three weeks after receiving:

- the order form;
- a sample of the intended mailing; and
- payment

Note: Length of processing time may depend on the list ordered.

Please complete the form below. Email ([orders@childlife.org](mailto:orders@childlife.org)), mail or fax (571-483-4482) this form along with your mailing sample, and payment information to the Association of Child Life Professionals office.

**Association of Child Life Professionals**  
**Attn: Mailing Lists**  
 1820 N Fort Myer Drive, Suite 520  
 Arlington, VA 22209

## TERMS

### Association of Child Life Professionals Mailing List Rental Agreement

1. Renter understands and agrees that the Association of Child Life Professionals (ACLP) is making these addresses available for one-time use only and solely for use on the mailing for which the sample was submitted for approval.
2. Renter shall not copy the mailing list or any part thereof for use on an additional mailing or to enter into a computer database for use at a later time.
3. The renter hereby submits (enclosed) a complete mailing sample to ACLP. ACLP may decline to provide labels in the event those materials do not meet with ACLP approval for any reason whatsoever.
4. It is understood and agreed that the rented list has been and will be monitored to prevent improper and unauthorized use, by a combination of one or more methods of computer control, to which the renter consents and agrees.

This agreement shall be binding upon the undersigned, its principals, and its agents.

